NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '88 VS '87	% IND		YEAR END 1987
	1988	1987		1988	1987	
CHRYSLER	23394	16159	144.77	3.02	2.02	296362
(Laser)	-	715	-	-	.09	4792
(Le Baron/GTS)	11736	7413	158.32	1.51	.93	164640
(NY/S AY/Newport)	11060	7271	152.11	1.43	.91	115735
DODGE	32612	24817	93.67	4.21	4.35	407174
(Daytona)	4855	859	565.19	.63	.11	37071
(Omni/Shadow)	8452	10780	78.40	1.09	1.35	116654
(Aries)	8595	9068	94.78	1.11	1.13	101062
(Lancer)	1171	2274	51.50	.15	.28	22793
(600)	2311	3200	72.22	.30	.40	36660
(Diplomat/Dynsty)	3429	1424	240.80	.44	.18	15206
PLYMOUTH	24471	30814	79.42	3.16	3.85	343981
(Horizn/Sundance)	7908	12149	65.09	1.02	1.51	123956
(Reliant)	10116	9167	110.35	1.30	1.15	106069
(Caravelle)	2377	2316	102.63	.31	.29	35869
(Gran Fury)	610	849	71.85	.08	.11	7703
EAGLE	4721	2921	161.62	.61	.37	44626
(Allnc/Eagl/Prem)	2068	2648	78.10	.27	.33	30921
CHRYSLER CORP	85398	84711	100.81	11.00	10.59	1092141
FORD	115387	107896	106.94	14.83	13.49	1417270
(Escort)	29522	26213	112.62	3.81	3.28	392758
(Probe)	-	-	-	-	-	-
(Mustang)	10923	10814	101.01	1.41	1.35	170566
(Tempo)	19177	20557	93.29	2.48	2.57	222963
(Taurus)	32532	31942	101.85	4.19	3.99	356457
(Crown Victoria)	8501	9139	93.02	1.10	1.14	118312
(T'Bird)	10245	9096	112.63	1.32	1.14	131544
LINCOLN	13020	15022	86.67	1.68	1.88	166599
MERCURY	34627	32822	105.50	4.48	4.10	463432
(Topaz)	5088	4982	102.09	.66	.62	63126
(Sable)	8879	8294	107.05	1.16	1.04	102767
(Grand Marquis)	7892	9372	84.21	1.02	1.17	117885
(Cougar)	7777	6251	124.41	1.00	.78	109922
LINC/MERC DIV	48369	48349	100.04	6.25	6.04	643473
FORD MOTOR CO	163756	156245	104.81	21.14	19.53	2060743
BUICK	46270	45843	100.93	5.97	5.73	556122
(Skyhawk)	2671	3408	78.37	.34	.43	39454
(Somerset/Skylrk)	4332	5288	81.92	.56	.66	67880
(Century)	9006	13414	67.14	1.16	1.67	151884
(Regal)	9029	3821	236.30	1.17	.48	58672
(Riviera)	1173	2216	52.93	.15	.28	16472
(Reatta)	12	-	-	-	-	10
CADILLAC	18281	22170	82.46	2.36	2.77	258146
(Allante)	276	-	-	.04	-	2064
(Cimarron)	493	1289	38.25	.06	.16	12609
(Eldorado)	2103	1841	114.23	.27	.23	20282
(Seville)	2035	2259	90.08	.26	.28	20656
CHEVROLET	108393	110809	97.82	14.01	13.85	1493413
(Celebrity)	19749	28107	70.26	2.55	3.51	313491
(Corsica)	11444	3275	349.44	1.48	.41	100084
(Beretta)	10770	3017	356.98	1.39	.38	108387
(Cavalier)	27227	22537	120.79	3.52	2.82	298778
(Camaro)	5847	7477	78.15	.75	.93	116656
(Corvette)	1668	1904	87.61	.22	.24	24654
(Monte Carlo)	3862	5334	72.40	.50	.67	63784
OLDSMOBILE	49117	58678	83.71	6.34	7.33	715961
(Firenza)	1396	1524	91.60	.18	.19	17252
(Calais)	8635	6934	95.69	.86	.87	100706
(Cutlass Ciera)	16294	21171	76.96	2.10	2.64	246275
(Cutlass)	4278	8329	51.36	.55	1.04	95190
(Toronado)	1077	1113	96.77	.14	.14	16111
PONTIAC	51849	53213	97.44	6.69	6.65	696842
(1000)	65	975	6.67	.01	.12	5697
(Sunbird)	5557	6328	87.82	.72	.79	80120
(Grand Am)	15202	16432	92.51	1.95	2.07	213778
(6000)	8407	12191	68.96	1.09	1.52	124111
(Bonneville)	10708	5916	181.00	1.38	.74	99722
(Firebird)	3941	5236	75.27	.51	.65	73641
(Fiero)	2019	3640	55.47	.26	.45	42466
(Grand Prix)	1932	1604	120.45	.25	.20	14305
GEN MTRS CORP	273910	290713	94.22	35.37	36.33	3720484
Misc. Domestic	7	-	-	-	-	80
Other Import	261584	268457	97.71	33.79	33.55	3248704
U S TOTAL	774455	800126	96.79			10122154

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

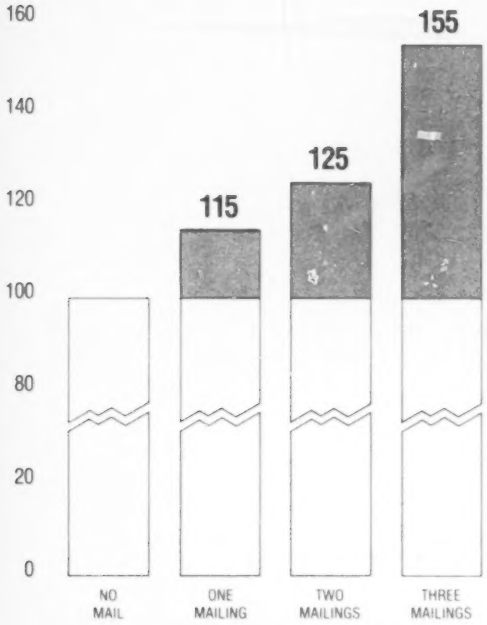
NEW TRUCK REGISTRATIONS

MAKES	JAN	% IND	YEAR TO DATE		% '88 VS '87	% IND	
	1988		1988	1987		1988	1987
Autocar	73	.02	73	106	68.87	.02	.03
Chevrolet	94486	24.59	94486	75924	124.45	24.59	21.35
Dodge	42514	11.07	42514	42408	100.25	11.07	11.93
Ford	113169	29.44	113169	100266	112.87	29.44	28.21
Freightliner	1769	.46	1769	1730	102.25	.46	.49
G.M.C	27691	7.21	27691	22614	122.45	7.21	6.36
Hino	131	.03	131	116	112.93	.03	.03
Isuzu	6233	1.62	6233	8516	73.19	1.62	2.39
Iveco	138	.04	138	184	75.00	.04	.05
Jeep	17621	4.59	17621	16751	105.19	4.59	4.71
Kenworth	886	.23	886	987	89.77	.23	.28
Mack/Midliner	1461	.38	1461	1682	86.86	.38	.47
Mercedes Benz	214	.06	214	378	56.61	.06	.11
Navistar	6870	1.79	6870	4919	139.66	1.79	1.38
Nissan	14596	3.80	14596	18650	78.26	3.80	5.24
Peterbilt	1109	.29	1109	757	146.50	.29	.21
Plymouth	12906	3.36	12906	7816	165.12	3.36	2.20
Scania	9	-	9	15	60.00	-	-
Volvo	137	.04	137	169	81.07	.04	.05
Western Star	112	.03	112	103	108.74	.03	.03
White	596	.16	596	535	111.40	.16	.15
WHITEGMC	56	.01	56	-	-	.01	-
Other Imports	40834	10.63	40834	50671	80.55	10.63	14.25
Miscellaneous Domestic	564	.15	564	300	188.00	.15	.08
U.S. Total	384175		384175	255597	108.04		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Autocar	-	-	-	-	-	-	-	73
Chevrolet	56620	34972	1314	152	27	764	597	40
Dodge	33560	8954	-	-	-	-	-	-
Ford	58403	50370	-	496	-	520	2541	839
Freightliner	-	-	-	-	-	-	-	1769
G.M.C	13383	11082	182	47	407	1111	1124	355
Hino	-	-	-	-	33	40	58	-
Isuzu	5876	-	304	-	35	3	15	-
Iveco	-	-	63	43	18	14	-	-
Jeep	16164	1457	-	-	-	-	-	-
Kenworth	-	-	-	-	-	-	40	846
Mack/Midliner	-	-	-	-	-	97	220	1144
Mercedes Benz	-	-	-	-	-	65	149	-
Navistar	-	-	-	16	24	2505	1991	2334
Nissan	14515	-	-	-	44	19	18	-
Peterbilt	-	-	-	-	-	-	9	1100
Plymouth	12906	-	-	-	-	-	-	-
Scania	-	-	-	-	-	-	-	9
Volvo	-	-	-	-	-	-	112	25
Western Star	-	-	-	-	-	-	-	112
White	-	-	-	-	-	-	-	596
WHITEGMC	-	-	-	-	-	-	-	56
Other Imports	40471	218	95	-	3	31	16	-
Miscellaneous Domestic	-	86	-	309	45	-	4	120
Total	251898	107139	1958	1063	636	5169	6894	9418
1987 Total	243983	88633	2530	88	653	3109	7169	9232
1988 : '87	103.24	120.61	77.39	-	97.40	166.26	96.16	102.01

CONSIDERATION...



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JANUARY
1988

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JANUARY		% '88 VS '87	% IND	
	1988	1987		1988	1987
CHRYSLER	23394	16159	144.77	3.02	2.02
(Laser)	-	715	-	-	.09
(Le Baron/GTS)	11736	7413	158.32	1.51	.93
(NY/S AY/Newport)	11060	7271	152.11	1.43	.91
DODGE	32612	34817	93.67	4.21	4.35
(Daytona)	4855	859	565.19	.63	.11
(Omni/Shadow)	8452	10780	78.40	1.09	1.35
(Aries)	8595	9068	94.78	1.11	1.13
(Lancer)	1171	2274	51.50	.15	.28
(600)	2311	3200	72.22	.30	.40
(Diplomat/Dynsty)	3429	1424	240.80	.44	.18
PLYMOUTH	24471	30814	79.42	3.16	3.85
(Horizn/Sundance)	7908	12149	65.09	1.02	1.51
(Reliant)	10116	9167	110.35	1.30	1.15
(Caravelle)	2377	2316	102.63	.31	.29
(Gran Fury)	610	849	71.85	.08	.11
EAGLE	4721	2921	161.62	.61	.37
(Allnc/Eagl/Prem)	2068	2848	72.61	.27	.36
CHRYSLER CORP	85196	84711	100.57	11.00	10.59
FORD	115387	107856	106.94	14.83	13.49
(Escort)	29522	26213	112.62	3.81	3.28
(Probe)	-	-	-	-	-
(Mustang)	10923	10814	101.01	1.41	1.35
(Tempo)	19177	20557	93.29	2.48	2.57
(Taurus)	32532	31942	101.85	4.19	3.99
(Crown Victoria)	8501	9139	93.02	1.10	1.14
(T'Bird)	10245	9096	112.63	1.32	1.14
LINCOLN	13020	15022	86.67	1.68	1.88
MERCURY	34627	32822	105.50	4.48	4.10
(Topaz)	5086	4982	102.09	.66	.62
(Sable)	8879	8294	107.05	1.16	1.04
(Grand Marquis)	7892	9372	84.21	1.02	1.17
(Cougar)	7777	6251	124.41	1.00	.78
LINC/MERC DIV	48369	48349	100.04	6.25	6.04
FORD MOTOR CO	163756	156245	104.81	21.14	19.53
BUICK	46270	45843	100.93	5.97	5.73
(Skyhawk)	2671	3408	78.37	.34	.43
(Somerset/Skylrk)	4332	5288	81.92	.56	.66
(Century)	9006	13414	67.14	1.16	1.67
(Regal)	9029	3821	236.30	1.17	.48
(Riviera)	1173	2216	52.93	.15	.28
(Reatta)	12	-	-	-	-
CADILLAC	18281	22170	82.46	2.36	2.77
(Allante)	276	-	-	.04	-
(Cimarron)	493	1289	38.25	.06	.16
(Eldorado)	2103	1841	114.23	.27	.23
(Seville)	2035	2259	90.08	.26	.28
CHEVROLET	108393	110809	97.82	14.01	13.85
(Celebrity)	19749	28107	70.26	2.55	3.51
(Corsica)	11444	3275	349.44	1.48	.41
(Beretta)	10770	3017	356.98	1.39	.38
(Cavalier)	21223	22537	120.79	3.53	2.82
(Camaro)	5843	7477	78.15	.75	.93
(Corvette)	1668	1904	87.61	.22	.24
(Monte Carlo)	3862	5334	72.40	.50	.67
OLDSMOBILE	49117	58678	83.71	6.34	7.33
(Firenza)	1396	1524	91.60	.18	.19
(Calais)	6635	6934	95.69	.86	.87
(Cutlass Ciera)	16294	21171	76.96	2.10	2.64
(Cutlass)	4278	8329	51.36	.55	1.04
(Toronado)	1077	1113	96.77	.14	.14
PONTIAC	51849	53213	97.44	6.69	6.65
(1000)	65	975	6.67	.01	.12
(Sunbird)	5557	6328	87.82	.72	.79
(Grand AM)	15202	16432	92.51	1.95	2.07
(6000)	8407	12191	68.96	1.09	1.52
(Bonneville)	10708	5916	181.00	1.38	.74
(Firebird)	3941	5236	75.27	.51	.65
(Fiero)	2019	3640	55.47	.26	.45
(Grand Prix)	1932	1604	120.45	.25	.20
GEN MTRS CORP	273910	290713	94.22	35.37	36.33
Misc. Domestic	7	-	-	-	-
Other Import	251584	268457	93.71	32.48	33.55
U S TOTAL	774465	800126	96.79		

UNITED STATES SUMMARY
JANUARY 1988 ISSUED 03/88

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NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1988		YEAR TO DATE 1987	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	5231	.68	3703	.46
Chevrolet Spectrum	5830	.71	8694	1.09
Chrysler Conquest	598	.08	760	.09
Dodge Colt/SW	2641	.34	3923	.49
Dodge Colt Vista SW	926	.12	1538	.19
Eagle Medallion	2653	.34	-	-
Ford Festiva	4487	.58	-	-
Plymouth Colt/SW	2396	.31	3589	.45
Plymouth Colt Vista SW	838	.11	1323	.17
Pontiac LeMans	3302	.43	-	-
Merkur XR4	419	.05	505	.06
Scorpio	303	.04	-	-
Tracer	4104	.56	-	-
Others	-	-	169	.02
Total Domestic Sponsored Imports	33628	4.34	24204	3.03
OTHER IMPORTS				
Acura	9520	1.23	7635	.95
BMW	5560	.72	7821	.98
Honda	52479	6.78	52525	6.56
Hyundai	20358	2.63	20925	2.62
Mazda	19021	2.45	16763	2.10
Mercedes Benz	6365	.82	10110	1.26
Mitsubishi	4211	.54	4310	.54
Nissan	32589	4.21	38971	4.87
Saab	3166	.41	3873	.48
Subaru	13115	1.69	12567	1.57
Toyota	53978	6.97	54527	6.81
Volkswagen	13494	1.74	12096	1.51
Volvo	6034	.78	9891	1.24
Yugo	2569	.33	4360	.54
Others	9145	1.18	12083	1.51
Total Other Imports	251584	32.49	268457	33.55
GRAND TOTAL ALL IMPORT CARS	285212	36.83	292661	36.58

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	3771	.98	5877	1.65
Dodge RAIDER	1061	.28	1085	.31
OTHER IMPORTS				
Isuzu	5876	1.53	8120	2.28
Mazda	7748	2.02	11730	3.30
Mitsubishi	4367	1.14	3977	1.12
Nissan	14515	3.78	18348	5.16
Subaru	8	-	328	.09
Suzuki	5280	1.37	5552	1.56
Toyota	22276	5.80	28236	7.94
Volkswagen	684	.18	811	.23
Others	326	.08	-	-
Total Other Import Trucks	61080	15.90	77102	21.68
GRAND TOTAL ALL IMPORT TRUCKS	65912	17.16	84064	23.64

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8924186	2976556
(1)1984	10128729	4048998
1985	10888608	4675192
1986	11139842	4801021
1987	10122154	4938637

TOTALS INCLUDE ALASKA & HAWAII - *OKLAHOMA NOT AVAILABLE
(1) REVISED 10/85 R. L. POLK & CO. R 1-88

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